

1 (1) receiving at a transmitter station some downloadable [executable] code
2 which is effective at a receiver station to select a subscriber datum for simultaneous or
3 sequential presentation with a mass medium program, said downloadable [executable]
4 code having at each of said plurality of receiver stations a target processor to process
5 data;

6 (2) transferring said downloadable [executable] code from said transmitter
station to a transmitter;

7 (3) receiving one or more control signals at said transmitter station, said one
8 or more control signals operate to execute said downloadable [executable] code; and

9 (4) transferring said one or more control signals from said transmitter station
10 to said transmitter, and transmitting an information transmission comprising the
11 downloadable [executable] code and one or more control signals.

13 14. (Amended) The method of claim 13, wherein said downloadable
14 [executable] code or some identification data in respect of said downloadable
15 [executable] code are embedded in a television signal.

16 15. (Amended) The method of claim 13, wherein a television program is
17 displayed at a receiver station and said downloadable [executable] code programs said
18 receiver station processor [or computer] to output video, audio, or text in the context of
19 said television program or to process a viewer reaction to said television program or to
20 select information that supplements said television program content.

21 16. (Amended) The method of claim 13, wherein said one or more control
22 signals incorporate some of said downloadable [executable] code.